



For Immediate Release

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ATLANTIC COAST CONFERENCE HALL OF CHAMPIONS GROUNDBREAKING CEREMONY HELD MAY 6

Thursday, May 6, 2010 – A groundbreaking ceremony for the Atlantic Coast Conference (ACC) Hall of Champions was held today at the Greensboro Coliseum Complex.

Scheduled to open in the March of 2011, the ACC Hall of Champions will celebrate past, present and future conference success through the design and use of sports interactive displays, unique member-school exhibits and multi-purpose program space. The exhibit space will feature a combination of content that will honor the accomplishments of ACC student-athletes and highlight the ACC's "tradition of excellence" in both academic and athletic arenas.

"Greensboro has been the home of the ACC since our inception on May 8, 1953 and the relationship between the conference and city continues to strengthen and grow," said ACC Commissioner John Swofford. "The ACC Hall of Champions will provide a showcase facility to recognize the rich tradition of our student-athletes, coaches, administrators and fans while also spotlighting the educational and academic missions of our schools."

Located in the western portion of the Coliseum Complex's Special Events Center, the first phase (8,100 square feet) of the ACC Hall of Champions will contain a historical timeline exhibit of the ACC's founding in Greensboro, NC in 1953 through today; a 200-seat theater to show films of past ACC Championship teams and individual athletic accomplishments; and space to display memorabilia, trophies and historical event photos.

The ACC Hall of Champions further cements the Greensboro community's lifelong relationship with the ACC and enhances its efforts to secure future dates for hosting various women's and men's ACC championships.

"With groundbreaking ceremonies for the Greensboro Aquatic Center yesterday and the ACC Hall of Champions today, this has truly been a historic week for the Greensboro Coliseum Complex," said Coliseum managing director Matt Brown. "The ACC Hall of Champions will provide our city with yet another tourist attraction and make the Coliseum Complex even more appealing as a tournament site for ACC conference and school officials, student-athletes and fans."

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